

Message Text

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ACTION COME-00

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 0865

UNCLAS LONDON 06802

E.O. 11652: N/A

TAGS: BTIO, BPRO, UK

SUBJECT: FOREIGN LICENSING OPPORTUNITY - 7 ELEVEN STORES;

SOUTHLAND CORPORATION 2828 N. HASKELL. DALLAS, TEXAS

75204. OPPORTUNITY NO.2-75-012

REF: A-1263

1. FOR COMMERCE/BIC-287/MCINOUSSA

2. REPAIR REQUESTS EMBASSY LONDON ASSIST IN IDENTIFYING POTENTIAL LICENSEES FOR CONVENIENCE FOOD STORES. ANNUAL REPORT FOR 1973 STATES THAT SOUTHLAND CORPORATION INCREASED BY 2 MILLION DOLLARS ITS INVESTMENT IN THE RETAIL FOOD INDUSTRY IN U.K. THIS INCLUDES 50 PERCENT OF THE STOCK OF CAVENHAM-SOUTHLAND LIMITED FOR THE ACQUISITION OF ADDITIONAL SHARES IN WRIGHTS BISCUITS LTD AND MOORES STORES LTD. THESE GROUPS OPERATE APPROXIMATELY 727 RETAIL GROCERY OUTLETS WITH SALES VOLUME FOR YEAR TO OCTOBER 1973 AMOUNTING TO 157.2 MILLION DOLLARS. TOTAL INVESTMENT IN U.K. AT END OF 1973 AMOUNTED TO 20.5 MILLION DOLLARS.

3. IN ADDITION AS A RESULT OF FOLLOW UP ACTION ON TRADE OPPORTUNITY PROGRAM IT HAS COME TO OUR NOTICE THAT UNIGATE FOODS LIMITED IS NEGOTIATING WITH SOUTHLAND CORPORATION (CHEMICAL DIVISION). UNIGATE'S INDUSTRIAL DIRECTOR PLANS TO VISIT DALLAS IN MAY.

4. IN VIEW OF SOUTHLAND CORPORATION'S ACTIVITIES IN UNCLASSIFIED

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THE U.K. COULD USDOC PLEASE CLARIFY WITH SOUTH-

LAND WHETHER APPROPRIATE FOR US TO SEEK POTENTIAL
BRITISH LICENSEES SINCE RESULT COULD JEOPARDIZE
EXISTING AGREEMENTS AND ALSO DAMAGE CURRENT NEGOTIA-
TIONS BETWEEN THE U.S. FIRM AND THE VARIOUS BRITISH
ORGANIZATIONS MENTIONED.

5. NO ACTION IS, THEREFORE, BEING TAKEN ON REPAIR
PENDING CLARIFICATION OF SOUTHLAND CORPORATION'S IN-
TENTIONS.

RICHARDSON

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